

Professional and Managerial Branch
Cultural Group
Arts Resources Series

ARTS AUDIENCE DEVELOPMENT COORDINATOR

06/03 (AIS)

General Purpose

Under general supervision, design, implement, execute, and evaluate audience development, public information, and marketing programs.

Typical Duties

Develop and administer marketing strategies to enhance audiences for department events. Involves: Create, design and develop promotional printed, broadcast, multi-media and webcast materials according to a planned marketing strategy. Write copy for programs, newsletters, press releases and radio and television spots. Arrange radio and television interviews. Produce and purchase radio and television spots. Prepare media information packages. Estimate time required and costs of designing and printing materials to promote events, and monitor expenditures. Assist with annual department budget preparation by submitting requests for funding market events.

Plan, organize and execute public relations and marketing activities for sponsored and co-sponsored events. Involves: develop and maintain media relations. Collaborate on promotion of joint productions with other art organizations to maximize audience attendance. Serve as liaison to community groups and organizations. Serve as spokesperson for department as directed by department head. Prepare and deliver presentations to a variety of audiences. Research, resolve and respond to customer complaints. Conduct market research through focus groups, surveys and other means to assess community needs and evaluate effectiveness of programs.

Perform related professional duties contributing to the realization of City and department goals as required. Involves: Substitute, as qualified, for coworkers or supervisor during temporary absences by carrying out specifically delegated functions to maintain continuity of normal services, if assigned. Provide designated support for projects or activities overseen by department director. Explain and demonstrate work performed to assist supervisor in orienting and training less knowledgeable employees.

Knowledge, Abilities and Skills

- Considerable knowledge of arts audience development.
- Considerable knowledge of public information and customer service practices and procedures.
- Considerable knowledge of marketing practices and programs.
- Good knowledge of promotional material development, presentation techniques, and graphic layout and design.
- Good knowledge of media buying.
- Some knowledge of electronic media production.
- Ability to plan and coordinate marketing, promotional and audience development activities.
- Ability to produce computer generated graphic designs.
- Ability to establish and maintain effective working relationships with fellow employees, artists, arts organizations, officials, the media and the public.
- Ability to communicate clearly and concisely orally and in writing.
- Ability to maintain records and prepare reports.
- Skill in safe operation and care of personal computer or network workstation, and generic business productivity and graphics software.

Other Job Characteristics

- Occasional driving through City traffic.
- Occasional exposure to varying weather conditions.
- Occasional lifting and carrying of light weight objects (up to 25 pounds).

Minimum Qualifications:

Education and Experience: Equivalent to an accredited Bachelor's degree in Fine or Commercial Arts, Business or Public Administration, or a related field plus three (3) years of professional advertising, graphic design or public relations experience associated with the marketing of attended or public activities.

Licenses and Certificates: Texas Class "C" Drivers License or equivalent from another state.

Human Resources Director

Department Head

OFFICIAL